

CALIFORNIA IS AT GATEWAY OF NEW ERA

Having Mastered Desert, Men Here Turn to Industry

CENTERING HERE

Manufacturing Age Along Pacific Insures Land Values

When the intrepid Spanish explorers stood with awe on the shores of the Pacific, they marveled at the great expanse that lay before their eyes. But when they turned around they gazed. "It is too bad," they said, "that there is only desert reaching to this beautiful shore." At least we can well imagine that

in the way they sized the situation up. Years later, after white men had pushed westward to the broad and fertile lands of the great Mississippi valley, it was commonly accepted that here civilization would stop. **Saw Little Hops** Intrepid voyagers pushed still further west. They came back with word that the Pacific coast held little for the agriculturist—that the Spanish maintained great ranches, but that the individual settler had best remain far to the east of the great mountains. In '49, lured by the promise of great wealth easily acquired, the first great migration of whites started west. Sturdy men and women, pioneers and trail blazers, crossed the continent in an epic movement to the newly opened lands of promise. Most of them found little gold—but much promise. Gradually the broad valleys of California filled up with settlers. **Few See Vision** But few visioned the future. Certain attempts at agriculture would be successful. The climate was superb. Cattle raising would be profitable. Beyond that there was nothing to hope for. And then man went to work. He built great railroads. He harnessed power-generating streams. He poured water on the sands and made them fertile. California came into the union.

Now—thought the Californians of that day—we are on our way to progress. Some day there will be 500,000 Americans in California. The stout pioneers of those days suffered great setbacks. **Land Went Begging** Land now in the hearts of Los Angeles and San Francisco went begging. Most men refused to buy it for taxes due. The state would not grow much. It was, after all, too far removed from the east. It could never wholly support itself. Therefore it was foolish to pay out perfectly good money for perfectly worthless land. A few had vision. They acquired land. Through the darkest days they held to it. Their names are known today as men of early vision—who saw the progress of the future in the potentialities of their own day. After the gold rush California had a tough time of it. Gradually, however, the east began to recognize the great possibilities of this new empire along the western coast. **Empire Starts** Families came west. They settled. They bent their backs to convert the desert into fertile fields. Out of their efforts an Empire grew—the great Colossus of the West. Each year men of vision, acquiring land with the firm conviction that California was just starting on its swing to fame, turned great profits on their investments. While they were doing it, more people doubted, declared that the state could not possibly grow, and pointed to the lack of industries, a lack which prevented progress and growth of population. The men of vision won—as they always will—as they are winning today. Onward California progressed. **No Post-War Setback** Then came the war. Progress halted while the state dedicated itself to the winning of that gigantic struggle between Democracy and Autocracy. When that struggle ended California—the west—entered an era of ex-

panation never before imagined possible. Having experienced no great industrial boom due wholly to the war, California was spared the drag of an economic reaction. While the rest of the country was going through that dark period of post-bellum readjustment, California and the west passed through the gates of Promise into the Realm of Realization. Since 1918 the world has watched California with amazement. **It Hasn't Stopped** When it started the doubters, like the Spaniards of old, like the men of '49, like the tillers of the soil that followed, looked upon the march of progress and predicted that it would halt. But it has not halted and it will not halt for years to come. This is a new era for California. It is the industrial era. Having conquered the soil, having mastered the desert, California is turning to industry. Southern California is rapidly developing an industrial district that will rival the great manufacturing sections along the Atlantic. **Orient Is Market** The Orient beckons. California answers. The industrial area is forming in that peninsula known as "the harbor district." And the industrial development now under way will be the greatest development that Southern California with all its rich and rosy past has ever known. There are still those who doubt.

But there are growing numbers of those who have confidence. While the former are waiting for the "bubble to burst," the latter are piling up profits on real estate. When the doubters are still wishing they had invested, those of confidence will be counting their profits. **Here Is Center** There is no district in the whole industrial area more splendidly located from the standpoint of the investor than the district bounded by Torrance, Lomita, Harbor City and Keystone. Served by a newly constructed transcontinental railroad which will be in operation in a few weeks, this district is just entering its first great period of prosperity-bearing progress. Now is the time to buy land. Now is the time to invest. Opportunities to acquire land are sufficiently diversified that almost any man or woman in the area can dig up enough cash to swing a deal. **Wasted Chances** The person who is not putting part of his income into land in this district is missing an opportunity. Remember the Spaniards and their sorrow over the desert country. Recall that the Forty-Niners thought California was worth nothing except for the precious metals that were hidden in the hills. Recollect that the cattle-ranchers believed that the future was bound up in their enterprises. Remember that industries were only

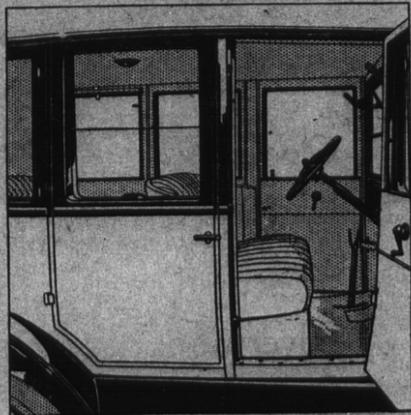
recently deemed impossible along the Pacific coast. Investment in land in any part of Southern California today are sound investments. But this is the industrial era in California. And investments in the industrial district look like the best. Buy some land in Torrance, Lomita, Harbor City, or Keystone. It will make money for you. **TORRANCE NOTES** Mrs. Thelma Reineman and Harry Warren visited the former's daughter Dorothy at Pasadena Thursday evening. Mr. and Mrs. J. K. Richhart and Mrs. E. N. Tomkins enjoyed a drive over the Palos Verdes estates Sunday. Mrs. Nellie D. Fennington accompanied a party of friends on a 300-mile motor trip Sunday. The territory covered included Orange County Park, Laguna Beach, and six canyons—a wonderful trip. **DISTRICT RALLY** All members and friends of the Christian Endeavor are invited to attend the district rally at the Baptist church at Hawthorne Friday, Nov. 30.

"The Friendly Clothes Shop for Boys"

December
Dear Pop
I'm pretty big now, you can't fool me. I know that you're the real lanky Claus. So get me a good suit with a nice thick pair of pants. The pants I got now are all worn out in the back from getting so many lickings. I know that you got to pay for the presents but I have to wear them so get me what I want because I want what I want not what you and Ma want me to want. I like what I want. And say Pop don't forget to get a suit with a thick pair of pants
Yours affectshunathly Willie
P.S. Hey pop did you see all the wood I chopped last week?

LIKABLE gifts for any age boy at any price you want to pay, beginning with 25 and 50 cents, and ranging up to 2-pants suits at \$12.50 to \$25. Any of your packages wrapped free for mailing.

The Boys' Shop Inc.
Middough Bros.
126 W. Broadway, Long Beach



Four-Door Sedan Interior Features

A cozy, attractive interior has been achieved in the Ford Four-Door Sedan. Broadcloth upholstery, soft brown with a slightly darker stripe, harmonizes with the lighter shade in the head lining.

\$685

F. O. B. Detroit
This car can be obtained through the Ford Weekly Purchase Plan.

Ornamental interior fittings are finished in nickel. Doors are made of one solid sheet of heavy aluminum, very light and strong

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GERMAN POLICE Dog

7 months old. If found, please notify Judge Hunter, Lomita.

Reward

Notice

We have never authorized any soliciting for our studio

The party or parties who claimed to be representing us recently were frauds.

We did not know anything about it until several called at our Studio about work promised.

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Dec. 14 1923



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OUR FORMAL

OPENING

In Torrance

FRIDAY, DEC. 14

Buick Sales and Service

J. A. PHILLIPS

SAM SEELIG CO
"Cash is King"
CALIFORNIA'S LEADING GROCER

Rappaport Bldg., Cabrillo Ave. Torrance

Narbonne and Weston Lomita

BAKE YOUR CAKE WITH LIBBY MILK AND

- | | | |
|--------------------------------------|--|--|
| Ben Hur Extracts
Wonderful Flavor | Al Briaq
Shortening, 22c
Snowdrift | Ben Hur Pure
Spices |
| 1 oz. 20c
2 oz. 35c | 2 lbs., 46c | Royal Baking Powder, 43c
Rumford's, 28c |

Dromedary Coconut, 1-4 lb. 16c; 1-2 lb. 30c; 1 lb. 58c

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|----------------------|-------------|
| Dromedary Dates | 20c pkg. |
| Pressed Figs | 20c pkg. |
| Grocer's Mixed Candy | 2 lbs. 35c |
| Bee Mixed Candy | 2 lbs. 45c |
| Sun-maid Raisins | 2 pkgs. 25c |
| Walnuts, No. 1 | 2 lbs. 55c |

SPECIAL OFFER
Dublin Stout, 2 bottles 35c
1 bottle Free

For Real Pies

- State of Maine Blueberries, 28c Sweet and clean
- State of New York Pitted Sour Red Cherries 32c
- Nonesuch Mincemeat 15c
- Empson Pumpkin 2 cans 35c (Fresh pumpkin, reduced by cooking, same as you do home)

GOOD COFFEE MAKES THE WINTER MEALS

High Grade in Bulk 3 lbs. \$1.00
Why pay 9c for a tin can?

This coffee is freshly roasted and ground to suit your pot.

Oak Glen Butter

is merely fresh, sweet cream, churned into a golden spread.

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- | | |
|---|-----|
| Oak Glen Country Gentleman Corn, 2 cans | 35c |
| N. Y. Tiny Lima Beans, canned green | 25c |
| N. Y. Tiny Green Beans, canned green | 25c |
| Flag Brand Tiny Rosebud Beets | 25c |